

17. (amended) The method of Claim 13, wherein the sufficient number indicates a minimum number of matches required to generate a report.

18. (amended) The method of Claim 13, wherein the sufficient number indicates a minimum percentage of matches required to generate a report.

19. (amended) The method of Claim 13, wherein at least one of the parameters indicates that one or more selected parameters have more weight than other parameters.

20. (amended) The method of Claim 13, wherein the set of parameters represents a solicitation for a predetermined content and wherein the content is sent when the source of contents receives a match signal.

21. (amended) The method of Claim 13, wherein receiving the set of parameters includes receiving the content defined by the set of parameters.

22. (amended) The method of Claim 21, wherein sending a match signal represents an acknowledgement that the user is likely to view the content.

23. (amended) The method of Claim 13, wherein the content is an advertisement.

24. (amended) The method of Claim 13, wherein the content has a predetermined format selected from a group consisting of text files, image files, audio files and video files.

26. (amended) The system of Claim 25, wherein the storage device is configured to further store the set of parameters.

27. (amended) The system of Claim 25, wherein the receiver is configured to further receive a content sent by the source of contents.

28. (amended) The system of Claim 25, wherein at least the profiling agent and the storage device are part of a digital video recorder.

29. (amended) The system of Claim 28, wherein the digital video recorder further includes the receiver and the processing module.

30. (amended) The system of Claim 25, further comprising an output device to present the content to the user.

A marked version to show claim changes:

6. (amended) The method of Claim 4 ~~5~~, further comprising receiving the content at the user location.
7. (amended) The method of Claim 5 ~~6~~, further comprising storing the content at the user location for deferred presentation to the user.
8. (amended) The method of Claim 4 ~~5~~, wherein the set of parameters represents a solicitation for a predetermined content and wherein the content is sent when a match has been reported.
10. (amended) The method of Claim 4 ~~9~~, wherein reporting a match represents an acknowledgement that the user is likely to view the content.
14. (amended) The method of Claim 4 ~~13~~, wherein the source of contents stores the content defined by the set of parameters for selectively sending to the user location upon receipt of the match signal.
15. (amended) The method of Claim 4 ~~13~~, further comprising receiving the content at the user location.

16. (amended) The method of Claim 4 14, further comprising storing the content at the user location for deferred presentation to the user.
17. (amended) The method of Claim 4 13, wherein the sufficient number indicates a minimum number of matches required to generate a report.
18. (amended) The method of Claim 4 13, wherein the sufficient number indicates a minimum percentage of matches required to generate a report.
19. (amended) The method of Claim 4 13, wherein at least one of the parameters indicates that one or more selected parameters have more weight than other parameters.
20. (amended) The method of Claim 4 13, wherein the set of parameters represents a solicitation for a predetermined content and wherein the content is sent when the source of contents receives a match signal.
21. (amended) The method of Claim 4 13, wherein receiving the set of parameters includes receiving the content defined by the set of parameters.
22. (amended) The method of Claim 4 21, wherein sending a match signal represents an acknowledgement that the user is likely to view the content.
23. (amended) The method of Claim 4 13, wherein the content is an advertisement.
24. (amended) The method of Claim 4 13, wherein the content has a predetermined format selected from a group consisting of text files, image files, audio files and video files.
26. (amended) The system of Claim 4 25, wherein the storage device is configured to further store the set of parameters.
27. (amended) The system of Claim 4 25, wherein the receiver is configured to further receive a content sent by the source of contents.
28. (amended) The system of Claim 4 25, wherein at least the profiling agent and the storage device are part of a digital video recorder.
29. (amended) The system of Claim 4 28, wherein the digital video recorder further includes the receiver and the processing module.
30. (amended) The system of Claim 4 25, further comprising an output device to present the content to the user.